Finding your subs

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

Making a list of subreddits

- Depending on what your product or service is, think of some related keywords
- Go to www.reddit.com/subreddits and search for these keywords
- Check out the results to see which subreddits make more sense for you and then list their URLs in a spreadsheet in order to keep track of them
- Other places you can search: reddit.com/search (content search), metareddit.com
- Once you have a list of subreddits, open each one and look for two things:

  1. The number of people subscribed to the group (on the right under the sub's name) - anything over 10,000 is good

  2. How many people are active / online versus the number of subscribers - the more, the better

- After you filter these out, take a look at what people are talking about:

  - Is it related to what you're doing?
  - Are people asking questions or are they just posting pictures?
  - Do you know anything about the topics they're discussing? Can you contribute?

- If you're confident that a sub is worth it, keep it on the list